



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **BRUCE McPHERSON**

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Secretary of State Bruce McPherson Partners with Organizations to Encourage Voter Participation in Tomorrow's Election

SACRAMENTO, CA - Secretary of State Bruce McPherson today praised the unprecedented statewide partnership effort between his office and many groups aimed at increasing voter participation by reminding Californians that they can make a difference in their communities by voting this November. The partners included public safety organizations, members of the education community, business associations, non-profit groups, media organizations, ethnic groups, farming groups, disability advocacy organizations and women's groups.

"As the state's Chief Elections Officer, I have made it my first priority to ensure that all Californians have access to the electoral process. By partnering with so many outstanding groups this goal can become a reality. I am confident that our extensive efforts to encourage all of California's eligible voters to participate in the democratic process will lead to a strong voter turnout for Election Day," said Secretary of State Bruce McPherson.

Lou Paulson, President, California Professional Firefighters said, "From the front lines fighting fires, to the ballot box, firefighters are public servants who care deeply about protecting the integrity of the democratic process by participating and voting. Secretary of State McPherson's Voter Participation Project heightens the importance of that for our membership "

These groups have been providing information in emails and newsletters on important voting deadlines, finding polling location and resources available to learn about the issues. Registration cards and non-partisan informational pamphlets were provided in businesses and office locations. Links were added to websites to direct individuals to voting information sites. These resources increase the opportunity for their members and employees to take part in the November 7, 2006 General Election.

Jaime Rojas, CHCC President & CEO, added, "We are happy to partner with Secretary McPherson to promote voter participation and encourage eligible Latinos to vote. Latinos have traditionally stayed home on Election Day and together, we can turn that around."

Deborah Wilder, National Association of Business Women Owners said "Business women understand that what happens in Sacramento directly impacts our businesses and quality of life. Secretary McPherson's partnership project has given us additional resources to remind our members of one of the most important privileges and responsibilities we have as Americans – Voting. "

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Partial List of Voter Education and Participation Partnerships - 2006

American Cancer Society
American Electronics Association
American Lung Association of California
American Water, Western Region
Building Industry Association of Southern California
California Apartment Association
California Assisted Living Association
California Association of Clerks and California Election Officials
California Association of Highway Patrolmen
California Association of School Business Officials
California Association of the Deaf
California Bankers Association
California Chamber of Commerce
California Credit Union League
California Dental Association
California Department of Forestry
California Farm Bureau Federation
California Grocers Association
California Hispanic Chamber of Commerce
California Park and Recreation Society
California Professional Firefighters
California Public Interest Research Group (CALPRIG)
California Restaurant Association
California School Boards Association
California State Sheriffs Association
California Teachers Association
Center for Asian Americans United for Self-Empowerment
City Clerks Association
Dairy Institute of California
Girl Scout Councils of California, Inc.
Hispanic Association of Colleges and Universities
Latino Health Coalition
Latino Issues Forum
League of Women Voters of California
National Association of Latino Elected & Appointed Officials (NALEO)
National Association of Women Business Owners
Nonprofit Resource Center
Orange County Association of Realtors
Orange County Business Council
Personal Insurance Federation of California
Planned Parenthood Affiliates of California
Silicon Valley Leadership Group
United Way – California Capital Region
Western Growers Association